



Environmental Export News



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U.S. Commerce Department and WWEMA Partner to Increase Exports of Environmental Equipment

By George Litman
Office of Environmental Technologies Industries

On May 8, 2003, Assistant Secretary of Commerce for Trade Development Linda Conlin signed a memorandum of understanding with the Water and Wastewater Equipment Manufacturers Association (WWEMA). The memorandum aims to increase private sector awareness of federal export promotion programs, to develop programs that encourage producers of environmental technologies, and to promote joint activities that enhance the export of U.S. environmental technologies.

At the 30th WWEMA Washington Forum, in May 2003, Assistant

Secretary Conlin stressed the importance of public-private partnerships to maximize limited resources. "When U.S. companies export, they create good, high-paying American jobs and promote American values overseas," Conlin stated. "This memorandum will strengthen our efforts to enhance the international competitiveness of the U.S. environmental industry."

Bob Wimmer, WWEMA chairman-elect, signed the memorandum on behalf of the association. "WWEMA

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Bush Administration Forms Iraq Reconstruction Task Force to Help U.S. Firms Rebuild Iraq

(Source: www.ita.doc.gov/media)

The U.S. Department of Commerce recently formed the Iraq Reconstruction Task Force, which will help U.S. companies by serving as a clearinghouse of information on how to participate in the economic rebuilding of Iraq.

"The resources of the Iraq Reconstruction Task Force will provide a one-stop shop for U.S. companies looking for information and counseling on Iraq reconstruction efforts," said Secretary of Commerce Donald L. Evans. "Businesses that are accustomed to an environment of opportunity and fairness can be our best ambassadors for democracy and freedom."

The Iraq Reconstruction Task Force was created to anticipate the needs of U.S. companies seeking to participate in the rebuilding of Iraq. The task force, which is comprised of industry and trade experts within the International Trade Administration, works closely with other U.S. government agencies to ensure that the U.S. business community receives the information it needs regarding Iraq reconstruction efforts.

The U.S. Commerce Department launched a Web site, www.export.gov/iraq, and hotline, (866) 352-IRAQ or (866) 352-4727,

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Assistant Secretary of Commerce Linda Conlin shakes hands with WWEMA Chairman-elect Bob Wimmer, after signing the memorandum of understanding on May 8, 2003, in Washington, D.C., as Office of Environmental Technologies Industries (ETI) Director Carlos Montoulieu, ETI Trade Specialist Ellen Zeytoun, and WWEMA President Dawn Kristoff look on.

WWEMA

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members have a long history of working with the U.S. Department of Commerce," Wimmer said. "This agreement will allow us to work more closely together and better assist WWEMA members in their export endeavors."

WWEMA is a non-profit trade organi-

zation, founded in 1908, which represents the interests of companies that manufacture products sold to potable water and wastewater treatment industries. WWEMA members supply the most sophisticated products and technology, offering solutions to every water-related environmental problem and need society faces
(www.wwema.org).

Iraq Reconstruction

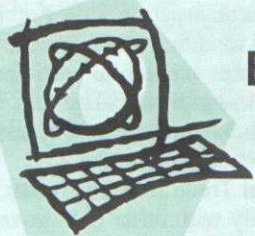
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as part of this effort. These services will provide U.S. companies with the most up-to-date information about commercial opportunities and conditions in Iraq. The Web site's *Business Guide for Iraq*, for example, provides valuable information on key industry sectors, current reconstruction efforts, potential obstacles to doing business with Iraq, international economic sanctions against Iraq, and more.

"The Bush administration is committed to opening the lines of communication for businesses that want to participate in the rebuilding of Iraq," said Kevin Murphy, deputy assistant secretary of commerce and chair of the Iraq Reconstruction Task Force. "The Commerce Department has always aimed to serve the needs of U.S.

industry, particularly small and medium-sized businesses, so we wanted to help provide the timely information needed to make sound business decisions."

An interagency team, from the U.S. Department of Commerce, U.S. State Department, U.S. Agency for International Development, and the U.S. Department of Defense, has provided additional outreach by holding several briefings for U.S. businesses about reconstruction efforts in Iraq. The Iraq Reconstruction Task Force is one part of the overall U.S. government effort to rebuild Iraq. Further information about the Iraq Reconstruction Task Force is available at www.export.gov/iraq.



ETI Web Site Offers Export Market Research

www.environment.ita.doc.gov

New graphics. New features. Check out the new, improved, user-friendly ETI home page at www.environment.ita.doc.gov. We have added free trade leads and tariff information, and we have expanded our section on financing exports. The important **Trade Barriers Survey Form** allows your company to provide input to the U.S. government for upcoming WTO trade negotiations.



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Information in *Environmental Export News* regarding trade events, commercial opportunities, and specific organizations does not constitute formal U.S. Commerce Department endorsement unless otherwise noted. All information published in *Environmental Export News* regarding trade events is subject to change without notice by the organizers of those events.

U.S. Department of Commerce Unveils Standards Initiative to Reduce Barriers to Global Trade

(Source: www.commerce.gov)

Commerce Secretary Donald L. Evans recently announced the Standards Initiative to help break down trade barriers. The initiative is in response to industry concerns that foreign standards and technical regulation issues are becoming great challenges to expanding exports.

"The Bush administration remains committed to promoting competition and opening new markets for U.S. goods," said Evans. "Standards and testing are key to our international competitiveness. But more and more we are hearing that foreign standards and testing requirements are keeping our products out of foreign markets.

This is the wrong approach that reduces efficiencies, limits competition, and increases prices for the consumer goods. This eight-point initiative is an effort to create a more level playing field around the world."

Foreign standards and methods used to assess conformity to standards can facilitate international trade, or they can be used intentionally or unintentionally to impede access to global markets. Many leaders in U.S. industry view foreign standards and technical regulation as a principal non-tariff barrier in markets around the world. Divergent standards, redundant testing and compliance procedures, and uni-

lateral and non-transparent standard setting are now recognized as major impediments to free trade; they are estimated to affect 80 percent of world merchandise trade.

Further information about the Standards Initiative is available at www.commerce.gov. If your company has encountered specific trade barriers in the environmental technologies industry, visit www.environment.ita.doc.gov (click on "Trade Barriers" on the lower, left side of the page) and fill out our short survey on these barriers. Your input will be used in bilateral and multilateral negotiations. ◆

Global Trade & Technology Network

The Global Trade & Technology Network (GTN) assists the U.S. business community in gaining access to environmental and clean energy sectors in 37 developing and emerging market countries by providing trade leads and market information free of charge. GTN currently has a database with U.S. firms

covering more than 600 different sectors within the environmental and energy industries. Since 1997, GTN has helped facilitate over 100 environmental deals with an estimated value of more than \$160 million. Through partnerships with other federal government agencies, GTN can help your firm access trade finance opportunities. Registration is free for U.S. companies; simply visit www.usgtn.net to register now. For additional information, contact Erin Webster at (202) 628-9750, ext. 19.



SUCCESS STORIES

By David O'Connell
Office of Environmental
Technologies Industries

Sea Sweep of Denver, Colo., is a small oil cleanup technology company with seven employees. It is internationally active, and it manufactures a product that absorbs crude oil, refined hydrocarbons, and chemicals on land or water. In December 2002, the company signed an exclusive marketing and sales agreement with Alta Tecnologia de Jalisco Int., S.A. de C.V., of Guadalajara, Mexico, for the country of Mexico. This relationship dates back to November 2001, when Bill Mobeck, president of Sea Sweep, participated in a trade mission to Mexico City, led by Colorado Gov. Bill Owens. Mr. Mobeck made several good contacts during the visit. He followed up by participating in a September 2002 event on Mexico's environmental infrastructure, which was co-sponsored by the U.S. Export-Import Bank and the Office of Environmental Technologies Industries. It was there that Mr. Mobeck solidified his relationship with Alta Tecnologia de Jalisco. Sea Sweep expects sales for the year 2003 will total \$500,000 from customers such as Pemex and the Mexican Navy. Sea Sweep sells an absorbent material manufactured from a biomass product. The manufacturing employs a patented thermolytic process without the use of any chemicals. The patented product absorbs oils and refines hydrocarbons instantly upon contact and does not release what is absorbed. It extracts oil from oil-emulsion and keeps emulsions from forming. On water, it will float indefinitely after absorbing spilled material. Due to its non-leaching capabilities, the product prevents contamination of beaches, shorelines, and wildlife, including both marine and bird species. For more information about Sea Sweep, visit www.seasweep.com.

Lemna International of Minneapolis, Minn., has been selected for the

turnkey supply of a municipal wastewater treatment plant for the city of Maturin, Venezuela. Lemna will design and build the facility, which will utilize one of Lemna's proprietary wastewater treatment technologies. The value of the contract is \$12.5 million; the contract is the key element of a \$20-million project managed by Sir William Halcrow & Partners Inc., for the Venezuelan Ministry of the Environment. Services and equipment supplied from the United States for the project will be financed through the international bank HSBC, with loan guarantees from the Export-Import Bank of the United States. According to Viet Ngo, company president, this will be the first project for Lemna in Venezuela. "We are delighted to enter the Venezuelan market with this project, and we believe it will be the first of many," said Ngo. "Venezuela has developed a comprehensive, long-term program to meet its wastewater treatment needs, and we hope to participate in many additional projects as the country moves forward with its plans." Bryan DeSmet, Lemna vice president

of engineering, added, "The Maturin wastewater treatment facility will utilize one of Lemna's proprietary technologies to treat the municipal wastewater to secondary treatment standards before discharge. This will protect the water quality in the receiving stream." Lemna International is a worldwide infrastructure developer that implements projects on a turnkey, turnkey-plus-financing, or build-operate-transfer basis. Its parent company, Lemna Corporation, was established in 1983. Lemna has completed the design and construction of more than 250 projects in 14 countries (www.lemna.com).

New U.S. Environmental Technology Exports to China. Four small U.S. environmental technology companies (Advanced Pollution Testing, MKS, Young, and ISCO) recently exported pollution-monitoring equipment worth \$775,358 to Shangdong Province, China. Meanwhile, Environmental Dynamics Incorporated (EDI) of

(continued on page 5)



Lemna and Halcrow engineers visit the future site of the wastewater treatment facility for Maturin, Venezuela. (Photo courtesy of Lemna International, Inc.)

SUCCESS STORIES

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Columbia, Mo., won a project bid valued at \$168,000 in Jiangsu Province, China, for an advanced technology wastewater treatment system and products. EDI, a small environmental technology company and Presidential "E" Award winner, offered value-added, U.S. manufactured, advanced

technology and custom-engineered systems. EDI received support from the Office of Environmental Technologies Industries and the Advocacy Center of the U.S. Department of Commerce, the U.S. Commercial Service in Beijing, and the U.S. Export Assistance Center in St. Louis, Mo. Export sales for Advanced Pollution Testing, MKS, Young, and ISCO resulted from

Montgomery Watson Harza's \$422,475 U.S. Trade and Development Agency feasibility study for the Shandong Environmental Monitoring System project. Montgomery Watson Harza anticipates additional export sales for the four companies this year, and the company expects to win a \$300–800 million Asian Development Bank loan for air pollution. ♦

REGIONAL HIGHLIGHTS

Africa

Afriwater 2003: Johannesburg, South Africa, Aug. 13–15, 2003. South Africa holds increasing potential for U.S. exporters of environmental products and services. The U.S. Department of Commerce will showcase American water technologies product literature at Afriwater 2003, at the Sandton Convention Centre in Johannesburg, ensuring high-profile exposure to thousands of visitors at the show. This event, which is held in conjunction with **Afribuild 2003**, attracts more than 4,000 visitors from all over Africa, Europe, and Asia. The U.S. Department of Commerce team in Johannesburg will introduce your product literature to potential business partners, as well as provide you with a list of all visitors who expressed interest in doing business with your firm. The cost to participate in the event is \$100. For further information, contact Sandra Collazo at (202) 482-0617 or sandra_collazo@ita.doc.gov.

U.S.-Morocco FTA to Create Opportunities for U.S. Environmental Firms. In April 2002, U.S. President George W. Bush and Moroccan King Mohamed VI announced their governments' intentions to negotiate a free trade agreement (FTA). Negotiations are under way and are expected to conclude by the end of 2003. The FTA is expected to produce some opportunities in the environmental technologies sector. U.S. Department of Commerce

personnel in Morocco have identified desalination, wastewater treatment, environmental equipment, and renewable energy as attractive target sectors for U.S. exports. For more information on possible environmental export opportunities resulting from the U.S.-Morocco FTA, contact Marc Lemmond at (202) 482-3889 or marc_lemmond@ita.doc.gov.

Asia

SARS Expedites China's Medical Waste Treatment Projects. To enhance effective control of epidemics, infectious diseases, and SARS cases, the Chinese central government has decided to allocate RMB2.2 billion (\$266 million) to the construction of epidemic disease institutions and RMB142 million (\$17 million) to the construction of medical waste emergency treatment facilities. Project opportunities look especially promising in Sichuan Province, which has been granted RMB8.61 million (\$1.04 million) from the central government to build medical waste emergency treatment facilities to prevent and control the spread of the SARS virus. Currently, six cities and prefectures in Sichuan have been designated to build centralized medical waste emergency treatment facilities by the end of 2003. The local authorities plan to purchase hermetic sanitary vehicles for medical waste transportation. Additionally, relevant hermetic containers, anti-virus apparatus, and high-pressure cleaning and sterilizing equipment are needed to handle medical waste. Any company interested in these projects should

send information on its products/services, technological standards, price quotations, operational costs, and contact details to Ms. Ling Chen, U.S. Commercial Service, American Consulate General, Chengdu, China; tel: +86-28-58-3992, ext. 6967; e-mail: ling.chen@mail.doc.gov. Or contact Susan Simon at (202) 482-0713 or susan_simon@ita.doc.gov.

ADB Environmental Loan to Pakistan. The Asian Development Bank has proposed a \$100-million loan to Pakistan for the construction of common effluent treatment plants and toxic waste treatment facilities. The Sindh Environment Protection Agency in Pakistan will most likely administer the loan. Final approval is expected in December 2003. For additional information, contact Marc Lemmond at (202) 482-3889 or marc_lemmond@ita.doc.gov.

Aquatech Asia: Bangkok, Thailand, Oct. 2–4, 2003. Aquatech Asia is the leading show in Asia on water technology, products, and services. For more information, e-mail aquatech@bkkrai.com, or contact George Litman at (202) 482-0560 or george_litman@ita.doc.gov.

North America

Canada Top Market for U.S. Environmental Exports. Since 1998, U.S. environmental technologies exports to Canada have increased from \$5.4 billion to \$6.3 billion.

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REGIONAL HIGHLIGHTS

(continued from page 5)

Opportunities exist for all types of U.S. environmental firms. The U.S. Department of Commerce ranks water resource equipment and pollution control equipment as key subsectors for growth in U.S. exports to Canada. Additional opportunities exist in water and wastewater treatment, solid waste management, industrial wastewater treatment, and hazardous and medical waste management. Niche markets remain active, as seen in composting initiatives, as a result of Canada's waste reduction goals. Issues of interest to the regulatory community include mercury reclamation, toxic chemical inventory, pesticide monitoring, municipal waste, and animal waste treatment. For more information, contact Corey Wright at (202) 482-2844 or corey_wright@ita.doc.gov.

Mexico: New Services at the U.S. Commercial Service Office in Monterrey. The U.S. Commercial Service in Monterrey, Mexico, is now offering the Gold Key Matching and International Partner Search services in the city of Ciudad Juarez, in the state of Chihuahua. (Ciudad Juarez is directly across the U.S.-Mexico border from El Paso, Texas.) These services will assist U.S. companies in finding representatives and distributors in one of the most important export manufacturing cities in Mexico. The city imports more than \$100 million annually in goods. Ciudad Juarez is the fourth-largest city in Mexico; it has a population of 1.3 million. Corporations such as Ford, Digital Equipment, Data General, Phillips, General Motors, Chrysler, Toshiba, Westinghouse, Zenith, RCA, General Electric, and Honeywell have established manufacturing facilities in the state. According to the Export Manufacturing Association, there are 298 *maquiladora* plants in Ciudad Juarez employing 208,077 people. Companies interested in the Gold Key or Partner Search services should contact Ernesto de Keratry, U.S. Commercial Service,

Monterrey, +52-818-343-4450 or ernesto.de.keratry@mail.doc.gov.

Globe 2004: Vancouver, Canada, March 31–April 2, 2004. The U.S. Commercial Service, Vancouver, is recruiting U.S. environmental firms to participate in the U.S. pavilion at Globe 2004. Globe 2004 is the largest environmental technologies exhibition and conference in Canada. Equipment and services to be featured are water and wastewater, pollution prevention, environmental engineering, solid waste, air quality, and hazardous waste. For more information contact Cheryl Schell, U.S. Commercial Service, Vancouver, (604) 642-6679 or cheryl.schell@mail.doc.gov.

Europe

EU Export Initiative for Californian Companies. California-based environmental and biomedical start-ups and small to medium-sized companies are encouraged to take advantage of a new \$1.2-million program designed to assist their export efforts to Europe. The EU Export Initiative is organized by the Advancing California's Emerging Technologies (ACET) incubator as well as the trade expertise of its state and local partners: the California Technology, Trade and Commerce Agency and the Bay Area World Trade Center. The U.S. Commerce Department's Market Development Cooperator Program funds the EU Export Initiative. Stricter European environmental regulations are stimulating demand for next-generation energy efficiency, recycling, pollution prevention, and other environmental technologies. The program identifies and qualifies potential European partners for companies in the biomedical and environmental industries. For additional information, contact Jennifer Juo, ACET trade manager, at (510) 749-6873 or juo@greenstart.org.

Latin America

Roundtables on Water Markets. The U.S. Department of Commerce and the Institute of the Americas plan two

roundtables on water markets in Latin America. These events will focus on water, sanitation, irrigation, metering, water quality, and drainage projects in Latin America. The Brazilian Water Projects Roundtable takes place Oct. 8–9, 2003, in Rio de Janeiro, Brazil. The Central American and Andean Water Projects Roundtable takes place Nov. 19–20, 2003, in San José, Costa Rica. For more information on these events, contact Ellen Zeytoun at (202) 482-0359 or ellen_zeytoun@ita.doc.gov.

Argentina: Veladero Gold and Silver Mine Development Presents Export Opportunities for U.S. Companies. Barrick Gold Corporation is a leading international company in the gold sector. It has operating mines and development projects in several countries worldwide. The U.S. Commercial Service in Buenos Aires has learned of plans to develop a new mine in San Juan, Argentina, with solid opportunities for companies in services such as geo membranes, water supply, and other environmental technologies. For more information, contact David O'Connell at (202) 482-3509 or david_oconnell@ita.doc.gov.

Brazil: Water Treatment Equipment and Services Report. The U.S. Commercial Service in São Paulo recently published an industry sector analysis of the Brazilian water marketplace. For more information about the environmental sector in Brazil, contact David O'Connell at (202) 482-3509 or david_oconnell@ita.doc.gov.

Chile: Definitional Mission on Environmental Projects. The U.S. Trade and Development Agency approved a definitional mission to evaluate environmental projects in Chile, which will support U.S. and Chilean environmental cooperation and capacity building under the framework of the U.S.-Chile Free Trade Agreement. For details, contact David O'Connell at (202) 482-3509 or david_oconnell@ita.doc.gov.

OTHER NEWS

Environmental Technologies Trade Advisory Committee (ETTAC)

Meeting: Washington, D.C., Sept. 12, 2003. The ETTAC meets three or four times a year and advises the secretary of commerce about environmental export issues. In February 2003, the ETTAC elected Julie Haines and Kent Troup as its new chair and vice chair, respectively. In May, the ETTAC decided to conduct further research on matters regarding exports to China. The next meeting is scheduled for mid-September. For more information, visit www.environment.ita.doc.gov, or contact Corey Wright at (202) 482-2844.

The U.S. Department of Commerce invites you to participate in the **International Desalination Association (IDA) World Congress on Desalination and Water Reuse, at the Atlantis Hotel, Paradise Island, Bahamas, Sept. 28–Oct. 3, 2003.** This is the most prestigious environmental technologies event in the world for the desalination and water reuse industries. This event offers U.S. environmental firms an excellent opportunity to put their products and services in front of key players in this fast-growing industry sector. Participation will be offered in three tiers. First, U.S. companies can join the U.S. delegation to the event. Second, they can market their products and services in the U.S. catalog booth at the exhibition. Third, U.S. companies can market their products and services in the special pocket guide that will help introduce U.S. environmental firms at this event. Why participate? Research indicates that over the next 10 to 20 years, more than \$50 billion will be spent globally on desalination and water reuse projects and equipment. For more information, contact Corey Wright at (202) 482-2844 or corey_wright@ita.doc.gov.

New USTDA Offices in Thailand and South Africa. The U.S. Trade and Development Agency (USTDA) recently announced the opening of

regional offices in Bangkok and Johannesburg. Stacy Bonnaffons, Asian business development manager, heads the USTDA office for Asia in Bangkok, while Lance Ludman has moved to Johannesburg to serve as African business development manager. Firms interested in USTDA activities in Africa can reach Mr. Ludman by phone at +27-0-11-778-4800, or by e-mail at lludman@tda.gov. Ms. Bonnaffons can be reached by phone at +66-2-205-5600, or by e-mail at sbonnaffons@tda.gov.

Bush Administration's Manufacturing Agenda. U.S.

Commerce Secretary Donald L. Evans recently announced the Bush administration's manufacturing agenda, which establishes clear priorities to enhance economic growth and create better-paying jobs in the manufacturing sector. Key elements of the manufacturing agenda would help manufacturers through pro-growth tax policies that would encourage job-creating investment, free and fair trade that would open access for U.S. manufacturers to global markets, and education and health care reform. "President Bush has taken and is taking the critical steps needed to hasten recovery in the U.S. manufacturing sector," said Evans. "The president and I understand that recovery in the U.S. manufacturing sector is crucial for sustained, robust economic growth and rising standards of living for all Americans." In remarks delivered to the National Association of Manufacturers conference in Chicago, Evans highlighted hopeful signs that investment in the U.S. manufacturing sector is climbing and new orders for manufactured goods are rising. "'Made in America' remains the global gold standard, the mark of the highest quality and most innovative products on Earth," said Evans. "Our manufacturers demonstrate the best in American jobs and American values, enhancing our national competitiveness while improving lives around the world."

Further information about the Manufacturing Agenda is available at www.commerce.gov.

WEFTEC: Los Angeles, Calif., Oct. 12–15, 2003.

The Office of Environmental Technologies (ETI) will be located in booth 1708 at the Water Environment Federation's 76th Annual Technical Exhibition and Conference. Please stop by the ETI booth for business counseling and to receive the information on export opportunities. In addition, several international delegations will be attending the show, and ETI is facilitating one-on-one meetings with interested U.S. companies. Every year, WEFTEC draws thousands of water and wastewater professionals from around the world to learn the latest practices, solutions, and regulations in their field (www.wef.org).

Ground Water Expo: Orlando, Fla., Dec. 10–12, 2003. Please stop by booth 1029 at the Ground Water Expo. ETI will be there to counsel U.S. companies on export opportunities and match international buyers with American firms. The National Ground Water Association's exposition this autumn should be the biggest yet. The show targets geologists, hydrologists, engineers, contractors, manufacturers, and suppliers of groundwater-related products and services (www.ngwa.org).

User Satisfaction Survey
OMB No. 0625-0217
Expires: 07/31/05

DATABASE UPDATE/CUSTOMER SATISFACTION SURVEY

Environmental Export News, Summer 2003

U.S. Department of Commerce

Office of Environmental Technologies Industries (ETI)

1401 Constitution Ave., NW, Room 1003

Washington, DC 20230

The objective of this survey is to gain a better understanding of our clients' needs and how well we are serving their interests in exporting environmental equipment and services. Please take a few minutes to provide us with general information about your firm by answering this short customer satisfaction survey. This survey can also be found on our Web site (www.environment.ita.doc.gov). You may also return this survey by regular mail (see address above) or fax it to (202) 482-5665. We would like to thank those readers who returned this survey in our Winter 2003 newsletter.

About You and Your Company/Organization

Name/Title:

Company:

Address:

Tel:

Fax:

E-mail:

Describe Your Company/Organization (check all that apply):

☐ U.S. Manufacturer ☐ U.S. Service Provider ☐ Trade Association ☐ Export Trading Company
☐ Representative/Distributor/Broker ☐ Finance ☐ Engineering ☐ Legal ☐ Consulting

Environmental Sector (check all that apply):

☐ Air ☐ Incineration ☐ Pollution Prevention ☐ Solid Waste Equip. ☐ Energy
☐ Instrumentation/Monitoring ☐ Recycling ☐ Solid Waste Services ☐ Medical Waste ☐ Remediation
☐ Water/Wastewater Equip. ☐ Hazardous Waste ☐ Oil Cleanup ☐ Water Services

Number of employees/members if an org.: ☐ 1-10 ☐ 10-50 ☐ 50-500 ☐ 500-1,000+

Total company revenues: ☐ <\$1 million ☐ \$1-5 m ☐ \$5-50 m ☐ \$50-75 m ☐ \$75 m+

Total company exports: ☐ <\$1 million ☐ \$1-5 m ☐ \$5-50 m ☐ \$50-75 m ☐ \$75 m+

Countries to which your company exports: _____

Survey continued

CUSTOMER SATISFACTION

Information Products and Services, Trade Events, Government Advocacy, Counseling

Please evaluate the following service(s) you have used on a scale of 5 (excellent); 4 (very good); 3 (satisfactory); 2 (fair); 1 (unsatisfactory).

Trade Statistics

Content/Scope of Coverage	5	4	3	2	1
Accuracy	5	4	3	2	1
Timeliness	5	4	3	2	1
Ease of Usage	5	4	3	2	1
Ease in Obtaining Statistics	5	4	3	2	1
Circle if not applicable	N/A				

Market Research/Industry Analysis/Industry Sector Reports

Content/Scope of Coverage	5	4	3	2	1
Quality of Analyses/Reports	5	4	3	2	1
Timeliness of Information	5	4	3	2	1
Relevance of Information	5	4	3	2	1
Ease in Obtaining Information	5	4	3	2	1
Circle if not applicable	N/A				

Counseling (receipt of information by mail, telephone, e-mail, or personal visit)

Content/Scope of Coverage	5	4	3	2	1
Quality of Information	5	4	3	2	1
Timeliness of Information	5	4	3	2	1
Staff Responsiveness to Your Needs	5	4	3	2	1
Ease in Obtaining Information	5	4	3	2	1
Circle if not applicable	N/A				

Interaction with Trade Specialists at Trade Events

Specific Foreign Market Guidance	5	4	3	2	1
Foreign Trade Leads	5	4	3	2	1
Facilitating Meetings with Potential Customers	5	4	3	2	1
Quality of Overall Information Provided	5	4	3	2	1
Circle if not applicable	N/A				

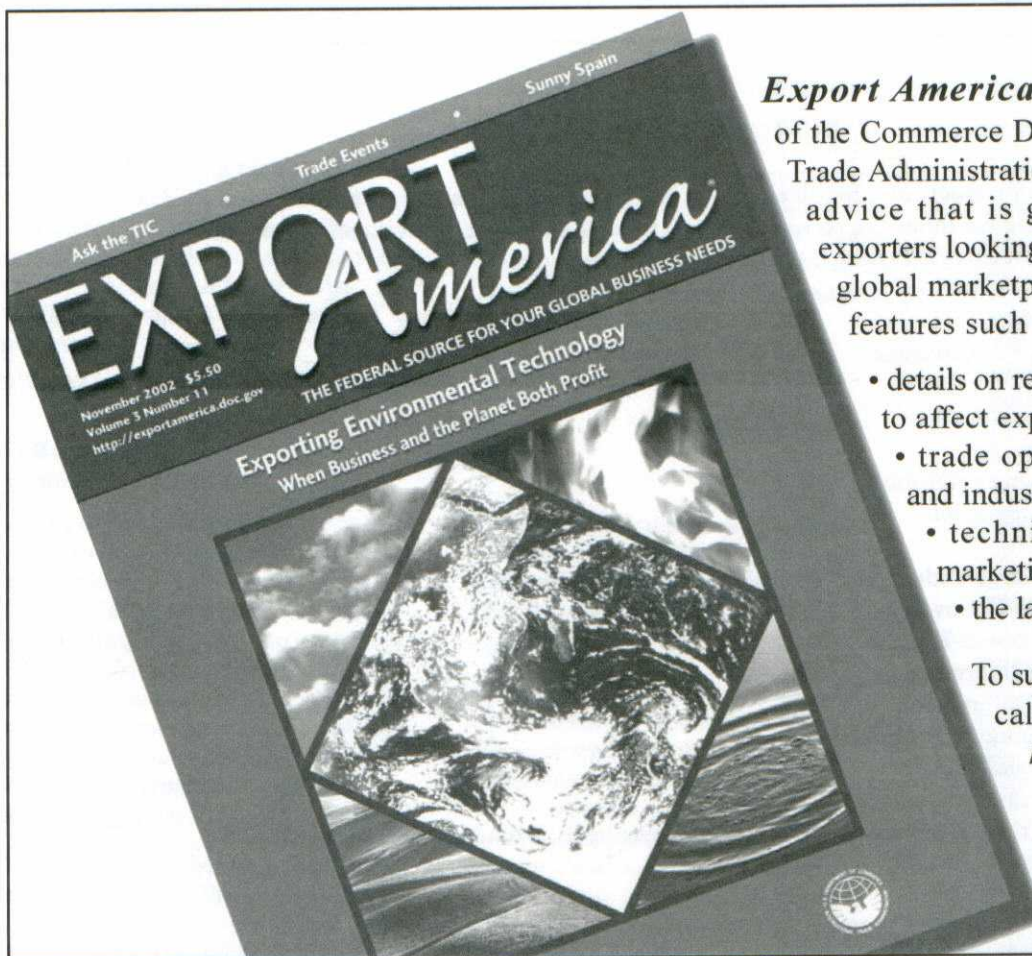
Export Seminars/Conferences

Content/Scope of Coverage	5	4	3	2	1
Quality of Speakers	5	4	3	2	1
Organization of Event	5	4	3	2	1
Circle if not applicable	N/A				

Thank You for Participating in this Survey

Fax to ETI: (202) 482-5665

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Export America, the official magazine of the Commerce Department's International Trade Administration, offers practical export advice that is geared to the needs of exporters looking to enter or expand in the global marketplace. Each monthly issue features such valuable information as:

- details on regional developments likely to affect exporters;
- trade opportunities, by country and industry;
- technical advice and on-line marketing tips;
- the latest official export statistics.

To subscribe to *Export America*, call (866) 512-1800 or visit <http://exportamerica.doc.gov>.

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